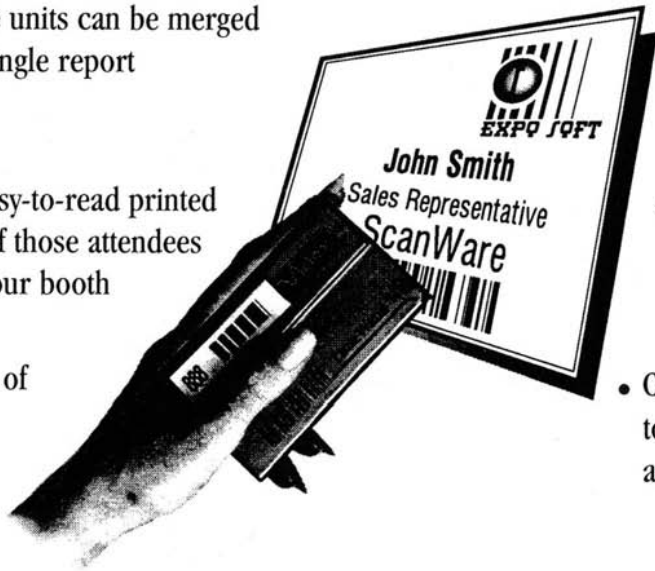


Lead Tracking

The EZ❖TRAC™ Way

**EZ❖TRAC™ Scanning System from ExpoTrac
makes your lead tracking easier than ever!**

- No Electricity Required
- Lightweight & Portable - hand-held scanner does not take up any booth space
- Quick and Easy - Takes only seconds to scan each prospect
- Multiple units can be merged into a single report
- Visual and audible recognition of a successful scan
- Receive an easy-to-read printed report daily of those attendees who visited your booth
- Leads available on USB Memory Stick for easy transfer to your database
- No small slips of paper to lose
- Custom Comment Booklet allows you to jot down notes for specific attendees, and link them to the lead report
- Our unique Lead Qualification Card provides 49 lead qualification fields for you to customize *at no additional cost!*



- Customized and laminated Lead Qualification Card created for your company, with only the fields that you specify.

- After scanning the attendee's badge, you then scan the fields on the Lead Qualification Card that pertain to that attendee.

- We will be happy to assist you in defining your Lead Qualification Card, just give us a call!
There is no additional charge for this service.

PLEASE RETURN SCANNER EVERY EVENING

PRODUCTS	SERVICES	# OF USERS	ACTION REQ'D	SALES REP	POTENTIAL	BUYING TIME
SYSTEMS	ASSEMBLY	0 TO 10	REP TO CALL	KEN	HOT !	IMMEDIATE
LAPTOPS	REPAIR	11 TO 25	SEND ALL LIT	BILL C.	WARM	1 - 2 MONTHS
MONITORS	MAINTENANCE	26 TO 50	SEND CATALOG	JOAN	COLD	3 - 6 MONTHS
SCANNERS	INSTALLATION	51 TO 100	SEND E-MAIL	TIFFANY	NO INTEREST	6 - 12 MONTHS
HUBS/ROUTERS	TROUBLESHOOT	101 TO 200	MAKE APP'T	SUSAN		12+ MONTHS
MODEMS	HOST WEBSITE	201 TO 500	CALL NEXT YR	BILL R.		CONTIN
SOFTWARE	TRAINING	501 AND MORE	NO ACTION	HEATHER		NO TI

EZ-TRAC™ LEAD QUALIFICATION CARD

Here is a sample lead qualification card

- Your report will include all the data on the attendees you have scanned,

along with the fields that you have scanned for that attendee from your customized Lead Qualification Card,

and the link to any notes you made for that attendee in your Custom Comment Booklet.

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SAMPLE SHOW
Leads taken between 11/01/00 and 11/30/00
Sorted by Name


















































Name and Address	PRODUCTS	SERVICES	# OF USERS	ACTION REQ'D	SALES REP	POTENTIAL	BUYING TIME
06/19/00 H09105 JOE BLOOMFIELD GENERAL MANAGER AMERICA WEST MICRO, INC 934 2 24TH ST STE 211 SPRINGSBURY PA 18655 Phone: 215-733-2233 Fax: 215-733-2233 E-Mail: jrbloom@americawestmicro.com EZ-Trac Comments: 108	LAPTOPS	ASSEMBLY		REP TO CALL	TIFFANY	HOT !	1 - 2 MONTHS
H09108 ALVARO RAMIREZ SALES MANAGER ROBERTSON CONTROLS, S.A. de C.V. AVE. MARQUE PUERTO RICA #501 NTE COL. DEL VALLE MONTERREY NL 64552 MEXICO Phone: 04-525-76442 Fax: 04-525-76440 E-Mail: a_ramirez@robertson.net EZ-Trac Comments: 112	HUBS/ROUTERS	INSTALLATION	101 TO 200	REP TO CALL			12+ MONTHS
H09110 HECTOR WILDER VICE PRESIDENT SISCON SYSTEMS CORPORATION 844 INDEPENDENCE BLVD M/S RT-342 YORBA LINDA CA 92885 Phone: 214-223-7600 Fax: 214-223-7610 E-Mail: hwilder@sicon.com EZ-Trac Comments: 148	SYSTEMS	REPAIR		SEND CATALOG			
	MONITORS	MAINTENANCE	26 TO 50	CALL NEXT YR	HEATHER		
	SCANNERS	TROUBLESHOOT		MAKE APP'T			
	SOFTWARE						

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Lead Qualification Card *(Included with scanner rental at no extra charge)*

In the numbered boxes below, please fill in any products, services or comments you will use to qualify attendee leads. These descriptions should be relative to your business and must not exceed 12 characters in length.

While scanning attendees at the show, you will be able to use this information to better qualify the customers needs.

01 	08 	15 	22 	29 	36 	43 
02 	09 	16 	23 	30 	37 	44 
03 	10 	17 	24 	31 	38 	45 
04 	11 	18 	25 	32 	39 	46 
05 	12 	19 	26 	33 	40 	47 
06 	13 	20 	27 	34 	41 	48 
07 	14 	21 	28 	35 	42 	49 

EZ❖TRAC™ LEAD RETRIEVAL ORDER FORM

Northeast
Security  **Systems**
 Contractors Expo

Thursday, May 26, 2011
 Royal Plaza Trade Center
 Marlborough, MA

PLEASE FILL OUT ALL INFORMATION COMPLETELY - TYPE OR PRINT - PAYMENT MUST ACCOMPANY ORDER

COMPANY: _____ BOOTH #: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

ORDERED BY: _____ TITLE: _____

E-MAIL: _____

SERVICES AVAILABLE	QUANTITY	UNIT COST	TOTAL
EZ❖TRAC™ BAR CODE SCANNER SYSTEM (One scanner for entire show, personalized laminated lead qualification card, and a daily printed list of all scanned leads)	_____	\$ 129.00	\$ _____
			SAVE - Order by May 5 and pay \$99!
LEAD LIST ON USB memory stick (CSV FORMAT) (One time service - all scanned leads provided at end of show)	_____	\$ 39.00	\$ _____
DROP 'n GO SERVICE (ALL LEADS EMAILED AFTER THE SHOW) (Just drop off your scanner and receive your leads in an Excel file via email within 3 business days after the show) <i>Email for Drop 'n Go file:</i> _____	_____	\$ 39.00	\$ _____
MASTER LIST OF ALL SHOW ATTENDEES (Excel File emailed 2 weeks after the show) <i>Email for Master List file:</i> _____	_____	\$ 149.00	\$ _____

PLEASE SEE TERMS AND CONDITIONS ON REVERSE SIDE **TOTAL COST: \$ _____**

METHOD OF PAYMENT

CHECK (#: _____) VISA MC AX DISCOVER

CARD NUMBER: _____ EXP DATE: ____/____

 PRINT NAME AS IT APPEARS ON CARD

 SIGNATURE OF CARDHOLDER

Mail to: ExpoTrac, PO Box 1280, Woonsocket, RI 02895

For UPS/FedEx: ExpoTrac, 1296 Park East Drive, Woonsocket, RI 02895

Phone: (401) 766-4142 Fax: (401) 765-6677 Federal ID #: 05-0436117

Make checks payable to ExpoTrac

Please enclose Lead Qualification Card Code Form with your order

FOR EXPOTRAC USE ONLY

Date received: _____ Amount Paid: \$ _____ No LQ Card required:

Final reports not picked up on-site will be mailed within 3 business days after the show via first class mail.

TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner and the processing of the collected information, or master report services.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each bar code scanner will be \$500.00USD. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment **will not** be delivered to the customer's booth.
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.